

SOCIAL MEDIA MARKETING AND ADVERTISING

Code: SMM

R u l e s - c o u r s e



Course Overview:

Social media marketing & advertising track is the most suitable choice for helping you to be an expert in social media. This track provides you with the essentials of social media communication industry and its landscape, also the highly supportive tools and important techniques for social media marketing in order to best managing of social media community. The track is a mix between the 'Know How' and the 'Do How' with 60% focusing on the 'Do How'.

What will you learn?

By the end of this course you will be able to do the following:

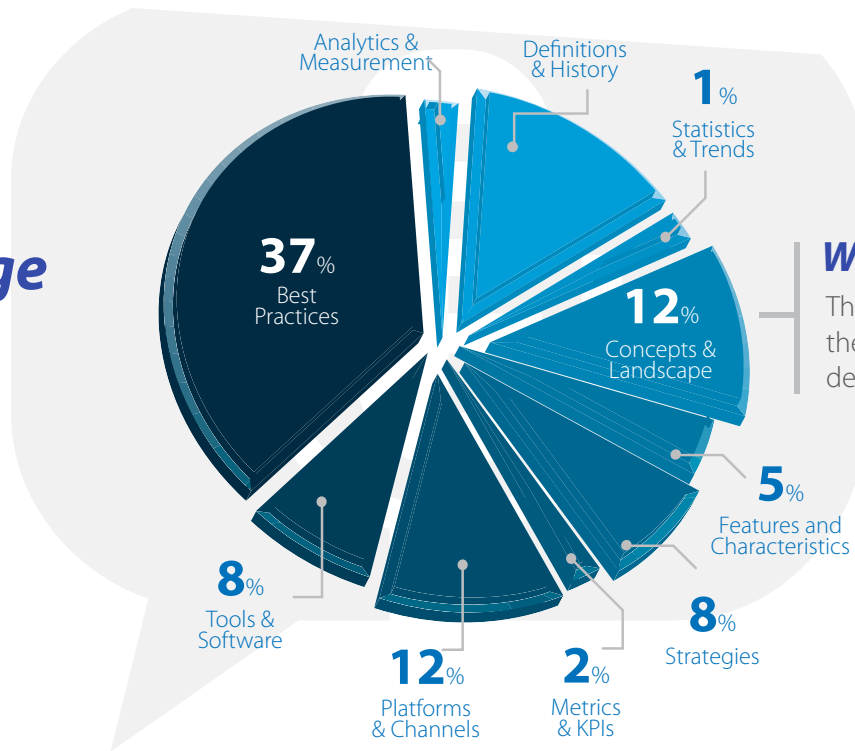
- Understand social media communication and its landscape.
- Know the best social media marketing tools and techniques.
- Learn how to create content for social media using storytelling techniques.
- Understand the best use of Facebook & Instagram for business.
- Learn how to do Facebook & Instagram ads to support your social media reach.
- Learn how to use Twitter and its power for communication.
- Understand how to use LinkedIn for your business.
- Learn how to do Twitter & LinkedIn ads.
- Learn how to manage social media community & the best tools.
- Understand the Metrics and the KPIs for social media marketing.

Who Should Attend?

- Branding Team.
- Research Team.
- Marketing Team.
- Digital Marketing Team.
- Content Team.



Knowledge Structure



What can you expect?

The Knowledge Structure of the courses content has been designed as the shown figure.

Course content:

Digital media fundamentals

- The history of digital communication
- Defining the different digital platforms
- The evolution of digital media
- Terminologies

Content Creation

- Content is still the king
- Different types of content
- Content success formula
- Frequency of posting
- Content calendar
- Following trends
- Job description

Facebook & Instagram

- Campaign structure (campaign – ad set – ad)
- The different FB objectives & ad types
- Targeting capabilities of facebook
- Facebook business manager
- Business manager setup
- Campaigns optimization
- Reporting & optimization

LinkedIn for business

- What to do and what not on LinkedIn
- Steps on how to create a campaign
- Different types of Ads on LinkedIn
- Targeting options on LinkedIn

Twitter for business

- What to do & what not to do on Twitter
- Steps on how to create a campaign
- Different types of ads on Twitter
- Targeting options on Twitter

Social media analytics and tools

- Social media management
- Social media listening
- Social media analytics

Community management

- What is community management ?
- How to respond to audience inquiries
- Case studies for successful brands
- Case studies for big failure

For more information you can contact:

 603A City Center, 6th Floor, Makram Ebeid St., Nasr City, Cairo, Egypt.

 +(202) 23521028 / 23521029

 egypt@digitalmarketingarts.com



DM Arts
academy